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HOMEMAKERS' CHAT

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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Done Up In A Package" ... Information from economists of the U. S.
Department of Agriculture

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Buying groceries without benefit of wrapping paper or shopping bags has made amateur jugglers out of a lot of us housewives. Even so...we'll be glad to forego the use of these newly developed talents for the improvements of the postwar world.

One of these - of special interest to those of us who shop for groceries - is the trend towards packaging fresh fruits and vegetables in consumer-sized units. Likely you've seen some of these packaged products in your markets. Tomatoes and mushrooms are the more common ones. Some newer ones are spinach...escarole...and the makings of a salad - say a head of lettuce, spring onions and green peppers.

Economists of the U. S. Department of Agriculture say that many other fresh fruits and vegetables can well be marketed in consumer-sized units after the war...when packaging material is in good supply again.

This will mean a greater convenience to the housewife. In the first place - the product will be cleaner and more nearly ready to use. Then...there will be less waste. For example...in putting up cauliflower, the packager could dispose of all except the edible portion. The package would protect the food. There would be less danger of the packaged food being bruised and torn by careless shoppers. Cutting down on the waste would mean a reduction in shipping and in marketing costs. And these savings would...in time...be passed on to the housewife.

And finally - a big advantage in packaging fresh fruits and vegetables in consumer-sized units would be the quality. In some cases...it would mean the products were not only shipped under refrigeration...but also sold under refrigeration. All of these factors would add up to better quality as well as greater convenience.

